MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 2, 2017/2018

DMA5018 – MULTIMEDIA APPLICATIONS

(For Diploma students only)

2 MARCH 2018
3:00 p.m. – 5:00 p.m.
(2 Hours)

INSTRUCTIONS TO STUDENT

1. This question paper consists of **4 pages.**
2. Answer **ALL** questions in **Section A** on the **OMR sheet.**
3. Answer **ALL** questions in **Section B** in the **Answer Booklet.**

Section A: 20 Multiple Choice Questions (20 marks)
*Instruction: Shade your answers on the **OMR sheet**.*

1. Which of the following is **NOT** typically part of a multimedia elements?
   A. Art
   B. Video
   C. Picture
   D. Software

2. The look and feel of a web site or multimedia application can be described as the:
   A. local area network
   B. file transfer protocol
   C. graphical user interface
   D. command driven interface

3. Drawing software such as CorelDraw, Designer and _____ is used to produce vector-based line art easily printed on paper at high resolution.
   A. Painter
   B. Strata 3D
   C. Illustrator
   D. AutoDesk Maya

4. Which of the following is **NOT** the job of an audio specialist?
   A. Scheduling audio recording sessions.
   B. Locating and selecting suitable music and talent.
   C. Digitizing and editing recorded audio material into computer files.
   D. Preparing completed video files for the most efficient delivery.

5. Which of the following statement is probably **NOT** a good step to take before starting the production process for a multimedia project?
   A. Establish clear file-naming and version control standards.
   B. Set up FTP site for sending and receiving production files.
   C. Ignore client comments so there are no further changes to delay production.
   D. Check the state of the software and hardware to ensure reliability and capability.

6. An organizational structure in which users navigate freely through the content of the project, unbounded by predetermined routes is called:
   A. Linear
   B. Non-linear
   C. Composite
   D. Hierarchical

7. The following statements are true about task planning in the process of making multimedia project **EXCEPT:**
   A. Assembling the team.
   B. Holding creative ideas session.
   C. Determining the delivery platform and authoring platform.
   D. Provide well-written documentation about the installation process.

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8. The beta testing group is **BEST** composed of:
   A. the internal development team.
   B. the representative of real users.
   C. the internal team and real users.
   D. programmers who are familiar with authoring system.

9. The following statements are true about san serif fonts **EXCEPT**:
   A. Suitable for the text on the screen.
   B. Do not have a serif at the end of a letter stroke.
   C. Used for headlines and bold statements, especially for printed documents.
   D. Times New Roman and Bookman Old Styles are the examples.

10. Which of the following statement is **TRUE** about font terminology?
    A. X-height is the space between lines.
    B. Baseline is the space between characters.
    C. Leading is the height of the lowercase letter.
    D. Kerning is the spacing between character pairs.

11. Graphic artists designing for print media use vector-drawn objects because:
    A. printing inks respond better to them.
    B. they can be scaled to print at any size.
    C. they can be viewed directly in web browsers.
    D. they can be converted across platforms more easily.

12. Which of the following is **NOT** a lossless image file format?
    A. .bmp
    B. .gif
    C. .png
    D. .jpg

13. The file format that is most widely supported for web animation is:
    A. PICT
    B. JPEG
    C. AIFF
    D. GIF89a

14. An activity that involves creating the frames to represent the action that happens between keyframes is called:
    A. rendering
    B. tweening
    C. morphing
    D. kinematics

15. The file format that uses a shorthand representation of musical notes stored in numeric forms is called:
    A. WAV
    B. AIFF
    C. MIDI
    D. MP3

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16. An audio file size of a five-second recording sampled at 22kHz, 16-bit stereo would be about:
    A. 110,000 bytes
    B. 220,000 bytes
    C. 440,000 bytes
    D. 880,000 bytes

17. Which of the following is **NOT** a broadcast and video standard?
    A. PAL
    B. TIFF
    C. NTSC
    D. SECAM

18. Most video editing is now being done on computers using _____ editing software such as Adobe Premiere and Apple Final Cut.
    A. nonlinear
    B. blue screen
    C. interlacing
    D. progressive

19. A stream of data that is sent over the Internet is first broken down into _____by Transmission Control Protocol.
    A. packets
    B. players
    C. preload
    D. daemon

20. Which of these tags would most likely be used in HTML5 to draw graphics on a web page?
    A. <img>
    B. <canvas>
    C. <input>
    D. <applet>

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Section B: 4 Structured Questions (80 marks)
*Instruction: Write your answers in the **Answer Booklet**.*

Question 1 (Total: 20 Marks)

a) Multimedia is an effective presentation and sales tool. Give **FIVE** examples of multimedia applications that can be developed for the business sector. (5 marks)

b) Discuss **FIVE** features of multimedia authoring tools. (10 marks)

c) State **FIVE** mistakes that you should avoid in creating a multimedia application presentation. (5 marks)

Question 2 (Total: 20 Marks)

a) Explain **FIVE** contents that should be included in a multimedia bid proposal. (10 marks)

b) There are many costs associated with producing multimedia. Give **FOUR** classifications of production cost. (4 marks)

c) Discuss **THREE** guidelines for delivering a multimedia product to the clients. (6 marks)

Question 3 (Total: 20 Marks)

a) Describe **TWO** considerations in selecting text fonts for contents in a multimedia project. (4 marks)

b) Explain **TWO** differences between additive and subtractive color methods. (8 marks)

c) Discuss the following terms:
   i. Bitmap (2 marks)
   ii. Dithering (2 marks)
   iii. Keyframe (2 marks)
   iv. Cel animation (2 marks)

Question 4 (Total: 20 Marks)

a) Explain **FIVE** basic sound-editing operations that most multimedia producers need. (10 marks)

b) MPEG is a real-time video compression algorithm. Explain **FOUR** characteristics of MPEG video file format. (8 marks)

c) Define bandwidth. (2 marks)

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